

OUTLINE

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- Research design

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- Partnerships and collaborations
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INTRODUCTION

- The importance of preserving traditional food, linked with traditional knowledge and biodiversity is broadly accepted and acknowledged
- Nevertheless, growth of the world population and the global crisis put the natural resources under a huge pressure
- The agriculture is also facing a global crisis all around the world

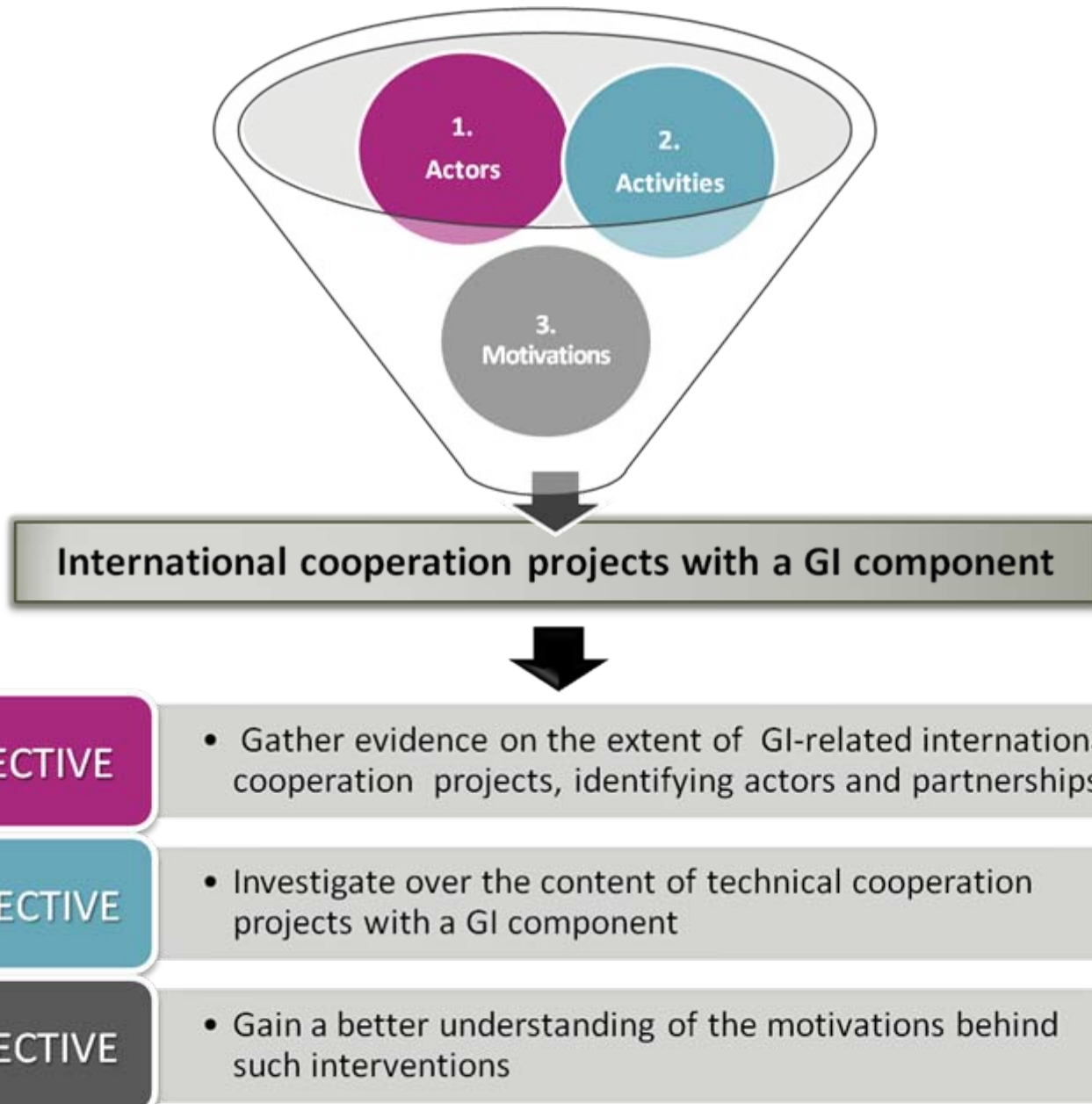
TECHNICAL ASSISTANCE REGARDING GEOGRAPHICAL INDICATIONS AT INTERNATIONAL LEVEL

- Discussions have made some progress at WTO and WIPO
- International awareness about Geographical indications has increased in a significant manner (important role of OriGin)
 - Concrete commitments for technical assistance towards implementations of GI in developing countries: FAO-program, French, Italian, Spanish, Swiss and German, Netherland programs
 - Awareness has increased in the developing countries. Some concrete demands of technical assistance have been formulated

NEEDS TO STRENGTHEN THE EFFICIENCY OF TECHNICAL ASSISTANCE

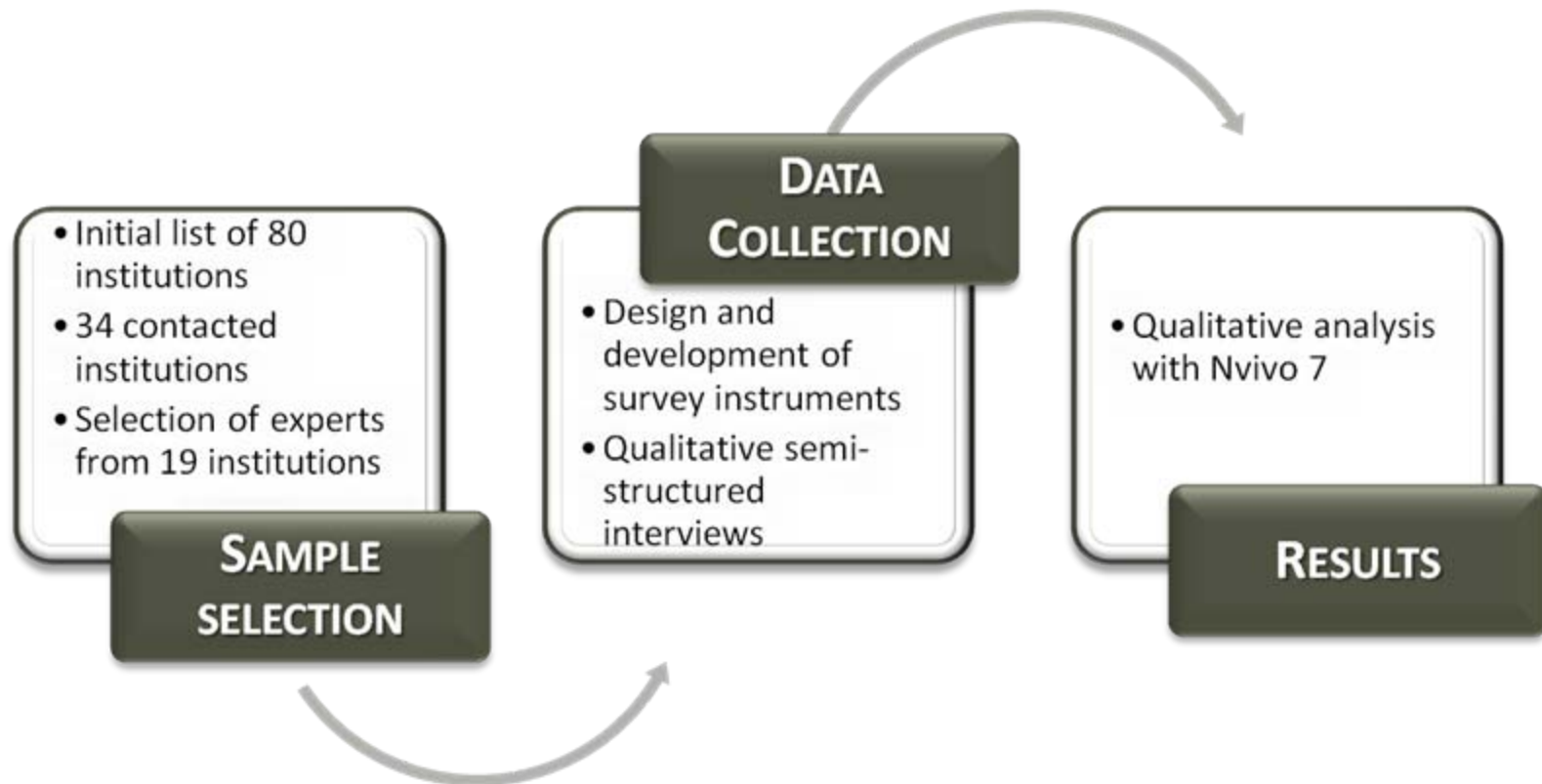
- The EU-funded SinerGI project (FP7) has initiated a good dynamic among researchers about the methods, experiences and has provided a good common theoretical and methodological basis
 - First show-cases show that positive impacts can be achieved
 - But the experiences made all over the world show big challenges
- AGRIDEA has point out the need of sharing experiences in the field (work of Marta Salvadori, PhD thesis of Magali Estève)

RESEARCH TOPIC AND SPECIFIC OBJECTIVES



RESEARCH DESIGN

MULTIPLE-CASE STUDY EXPLORATORY INVESTIGATION



PARTNERSHIPS AND COLLABORATIONS

1ST OBJECTIVE

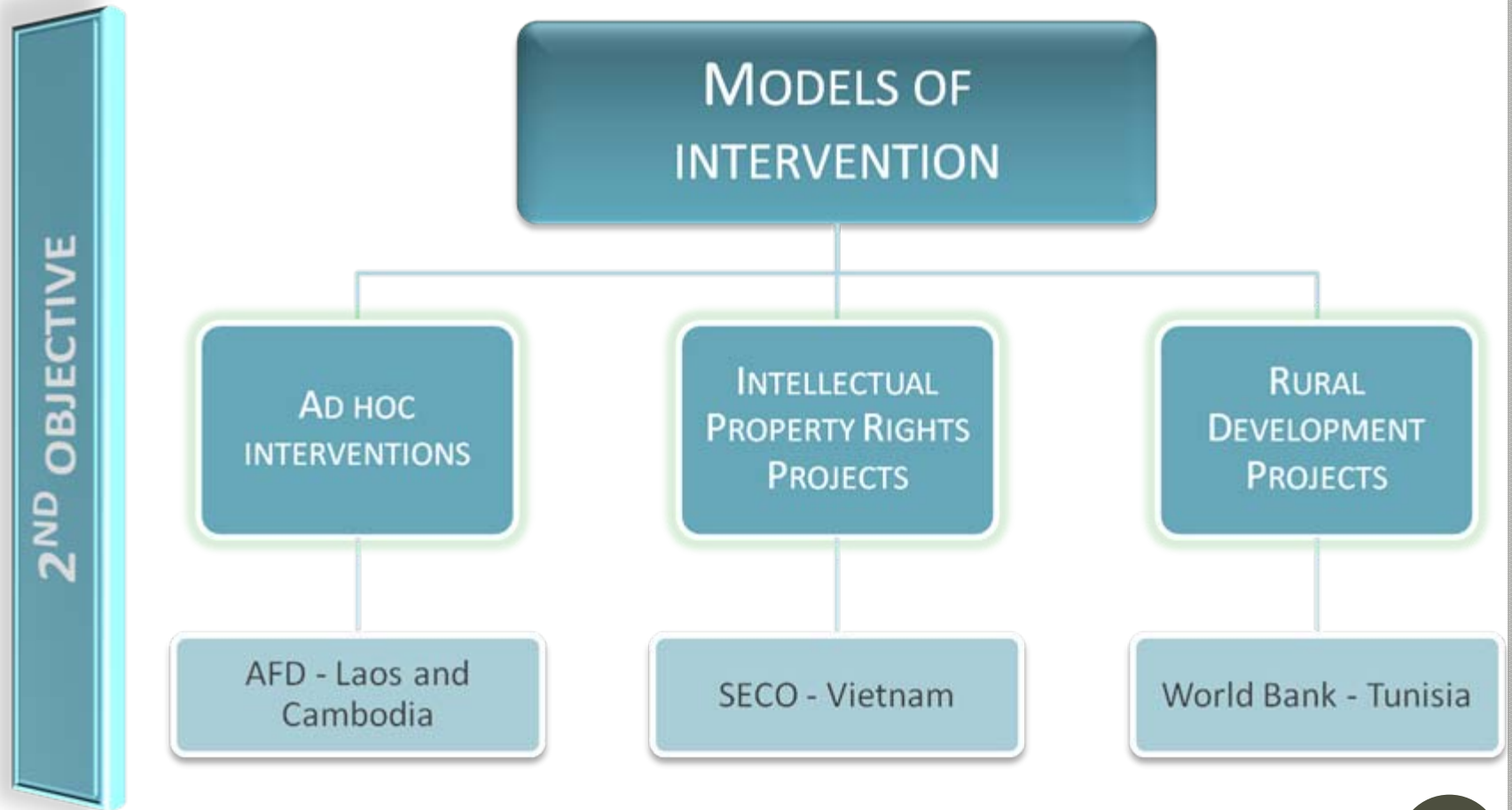
Outcomes of the analysis

- Identifications of connections between institutions
- Comparison between categories of institutions
- Identification of additional actors

Major Findings

- Increasing involvement of actors usually not engaged in international cooperation
- Government-supported institutions very actively involved and collaborative
- Few IGOs are strongly involved
- Few competent NGOs

CONTENT OF THE PROJECTS



PERCEIVED MOTIVATIONS

3RD OBJECTIVE

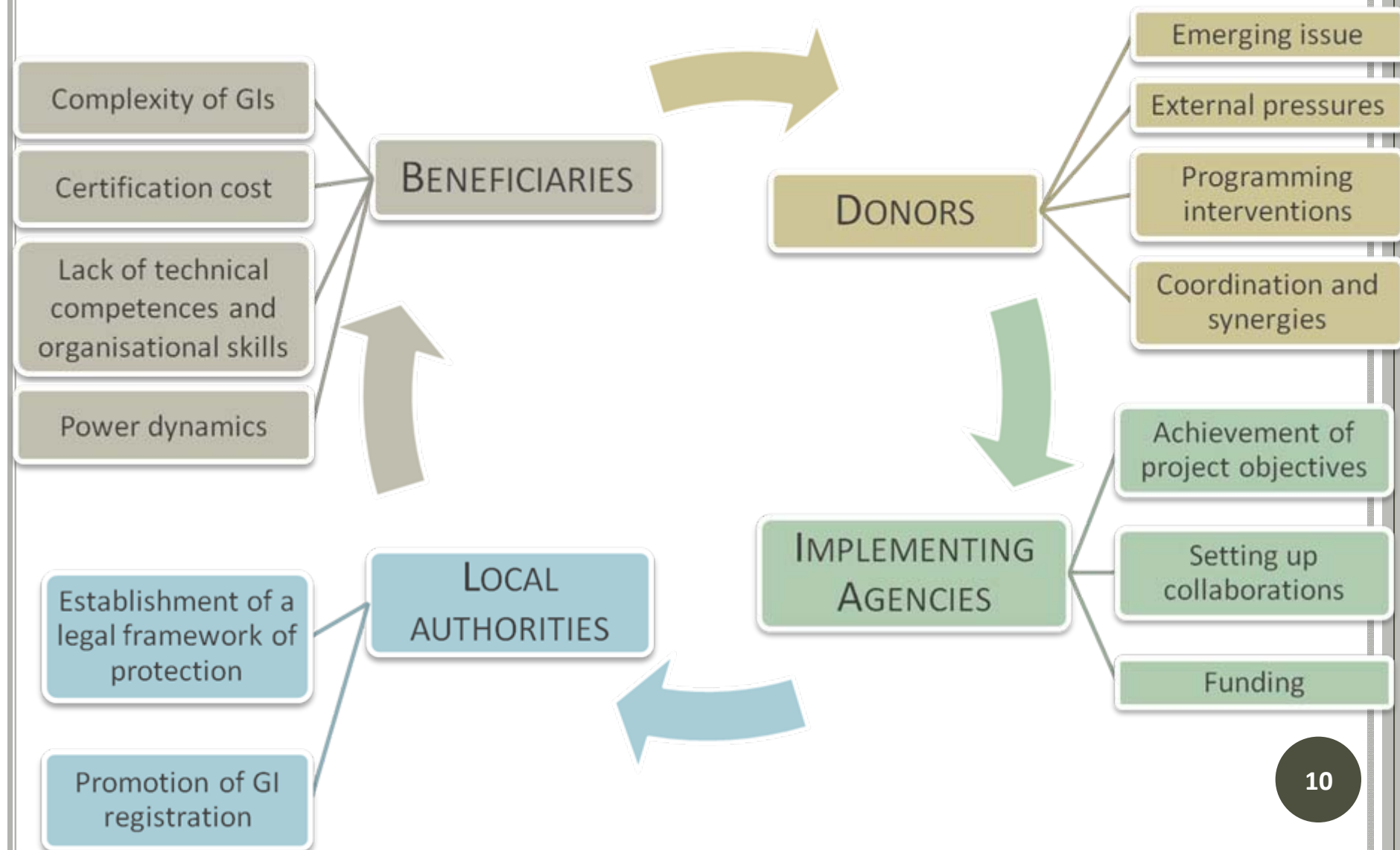
Motivations for not working on GIs

- Complexity and cost
- Scepticism
- Opposition towards EU Model

Motivations for working on GIs

- Protection of IPRs
- Strategic 
- Food quality
- Environmental, Social and Economic 
- Cultural and Ideological

CURRENT DIFFICULTIES AND CHALLENGES

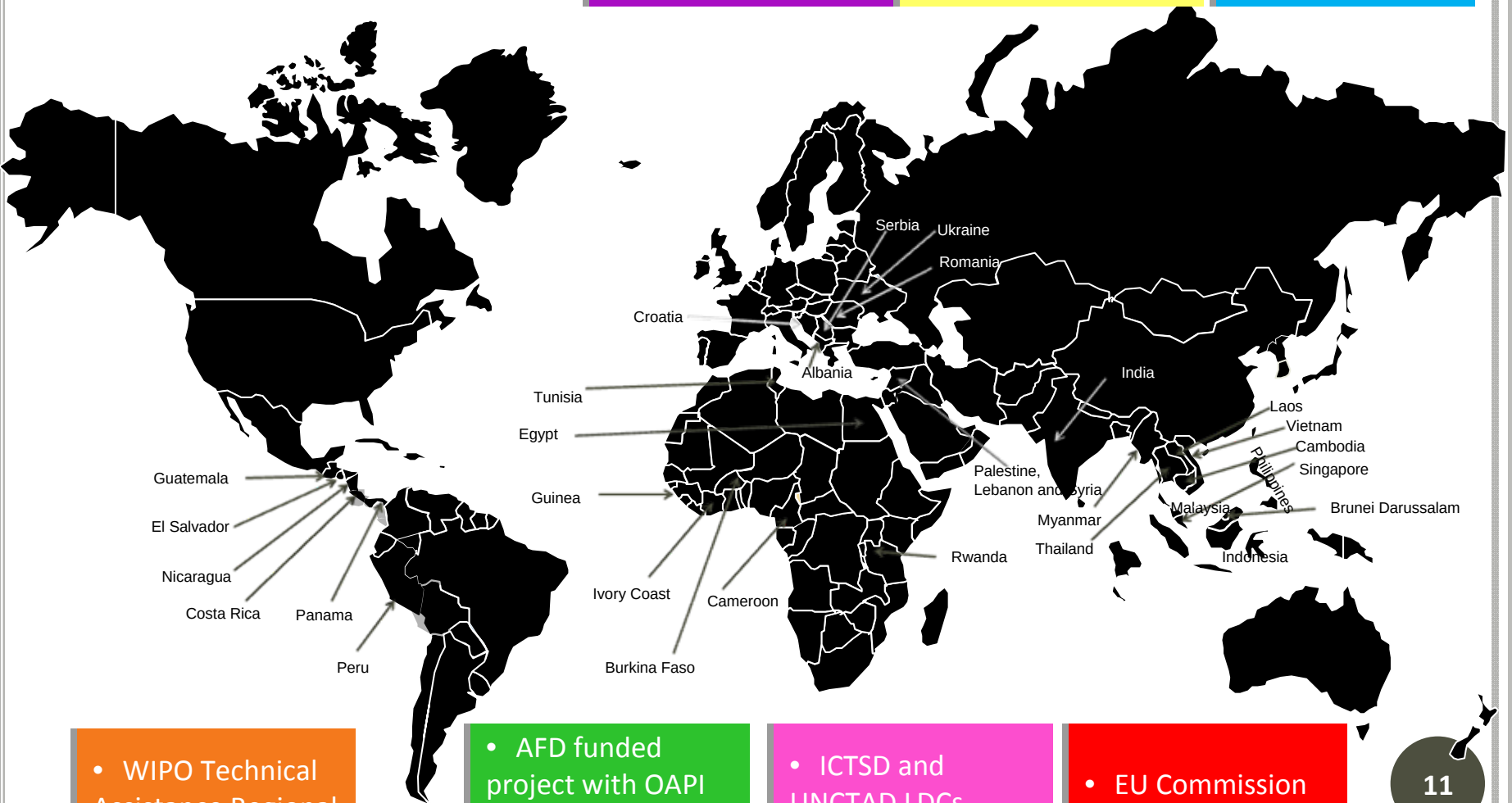


FUTURE PERSPECTIVES

- EBRD founded project in Croatia in collaboration with FAO and SEEDEV

- SECO founded programme in Serbia with IPI, AGRIDEA and SEEDEV

- AGRIDEA's areas of interest



- WIPO Technical Assistance Regional project in Latin America

- AFD funded project with OAPI
- Interests for Mediterranean area and Asia

- ICTSD and UNCTAD LDCs Need's Assessment in Africa

- EU Commission ECAP in ASEAN Countries

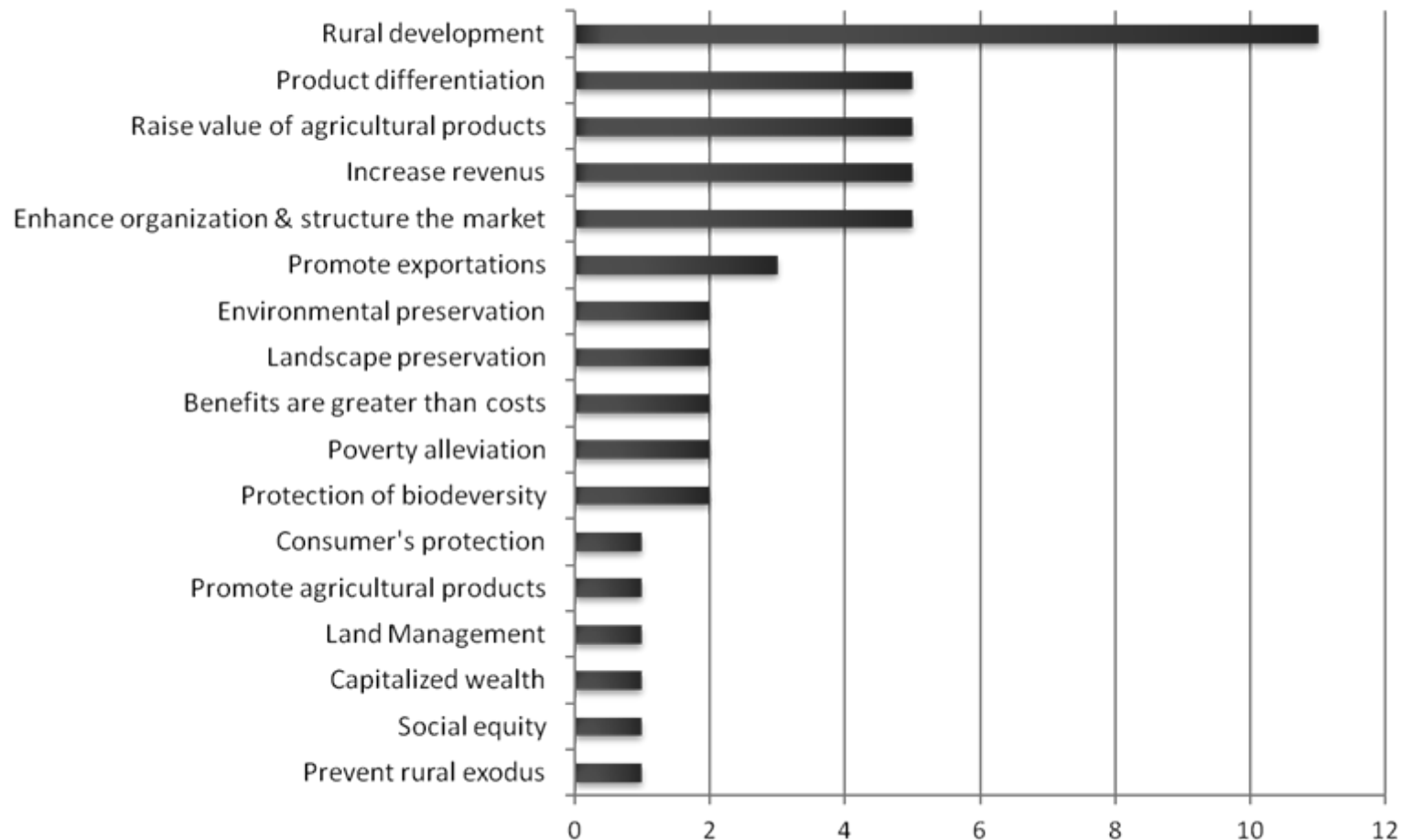
CONCLUSION

- The potential given by a better protection of geographical names and a better marketing of traditional food is for is big.
- keys of success
 - Trust of consumers in the products
 - Trust of the producers in the institutional system of enforcement are
- These two aspects are the most difficult to achieve
 - Rely to a significant building of capacities
 - Human factors and knowledge can not be implement in changing laws

WORKING TOGETHER HELPS EVERYONE TO BETTER UNDERSTAND THE COMPLEXITY OF THE MATTER

- Necessity to overcome the competition between the consultants and the donors to fit the needs of the beneficiaries
- Common views will lead to improvement of common understanding and therefore will bring better solutions
- Need to develop a « large view » which allows everyone having to deal with geographical indications to find right solution in each particular situation

ENVIRONMENTAL, SOCIAL AND ECONOMIC REASONS

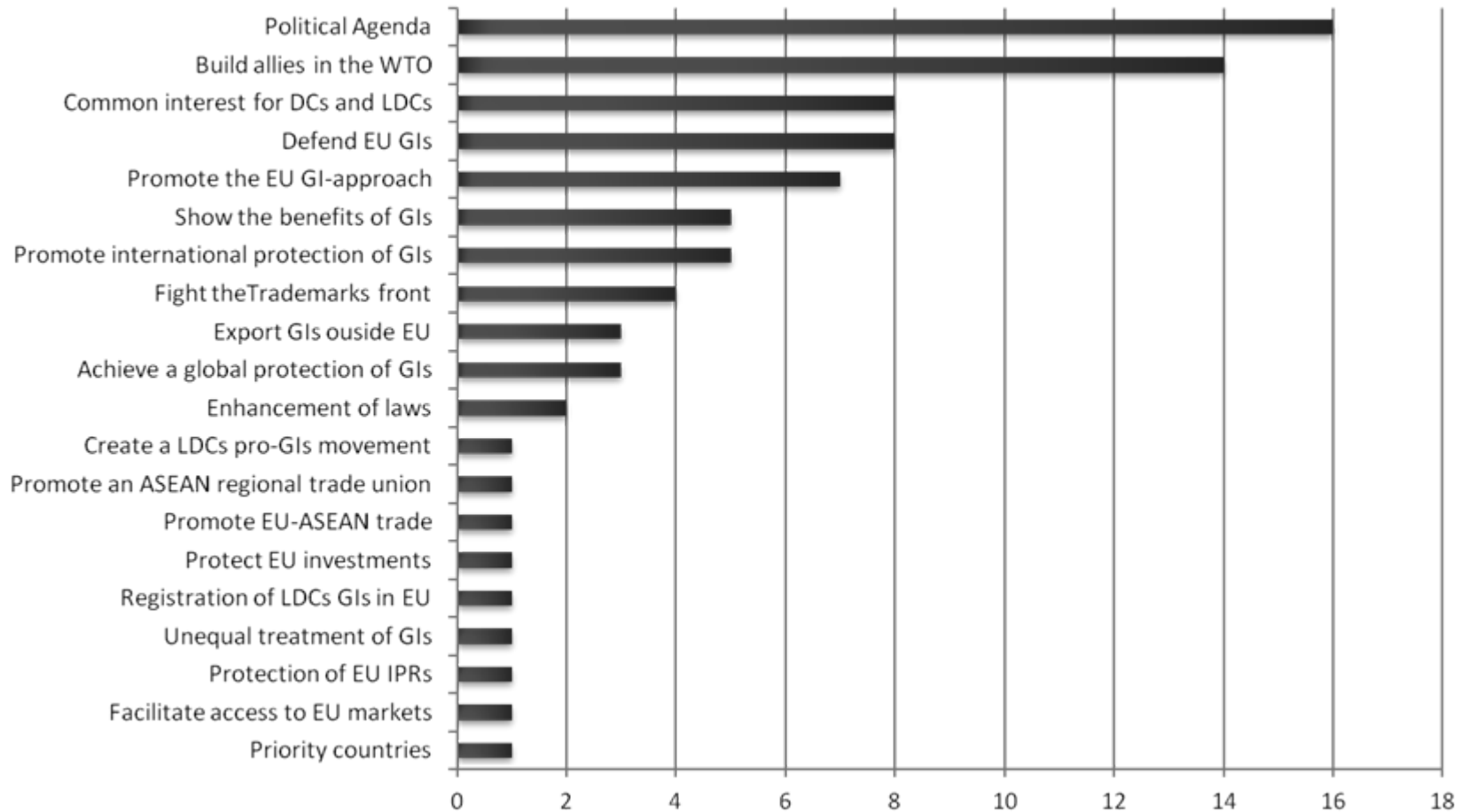


Note: number of coded references

Source: elaboration of data collected through interviews by making use of Nvivo 7



STRATEGIC REASONS



Note: number of coded references

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